

JENNY ZANDONA

Graphic Designer and Illustrator

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SUMMARY

Through my years as a graphic designer and illustrator, I have worked in just about every role and project to develop a wide array of skills. I have gravitated towards creative, fast-paced, and collaborative projects in children's media and brand marketing. These things may seem mutually exclusive, but the industry of developing cohesive concepts and aesthetics is an ageless one and influences all generations. As a designer, I am looking for long-term, meaningful, and energetic opportunities in which my experience can come together to produce exquisite results.

PROJECTS

GRAPHIC DESIGNER – Oakland United Beerworks - Dec 2021 – Present

- Oakland United Beerworks is a brewery that creates craft beers inspired by the bay area, specifically Oakland, which serves as a beloved cultural hub. I work with the creative director to design and execute designs for their labels and beer cans based on briefs from the local brewers. Some of the skills needed include the expertise of the Adobe Suite and time management for quick turnarounds, as well as flexibility when responding to client needs.

LEAD GRAPHIC DESIGNER – Rivet Reading App - Jan 2019 – Aug 2020

- Rivet was a brilliant experimental children's reading app launched by Google's Area 120. As a lead designer, I was tasked to collaborate with well-known YouTubers such as "Crash Course" to design and translate their videos into readable, entertaining, and educated E-books. Off my templates, the design team would continue to work on the series. I would assign work to designers based on their schedules and provide feedback and critique. Since books were categorized by age, it was eye-opening to look into what different reading levels require in design.

PRODUCT PACKAGING DESIGNER – The Companion Group – Apr 2018 – Nov 2018

- Companion Group created a vast catalog of packaging and branding for private label items that were distributed throughout retail stores, such as Walmart and Target. Because of the varied audience and design needs of each client, the team was pushed creatively to develop ways to distinguish each new collection of products while retaining cohesion with established aesthetics.

CHILDREN'S BOOK ILLUSTRATOR AND FORMATTER – 2017 – Present

- My illustration career began and has continued with children's book illustrations. I have illustrated many books with many fabulous authors, both through publishing houses and independent. It's a huge undertaking to create a book, no matter how few words there are in it, and the ability to not only draw, but storyboard, format, edit, print, and even write, is needed as an illustrator in this field.

FREELANCE ARTIST – 2015 – Present

- Continuing to undertake freelance and commission projects such as logo design, motion graphics, illustrations, printed media has kept my skills sharp. It has secured my efficiency and knowledge in creative software. I am happy to say that I have a very satisfied pool of clients, a majority of which become return clients.

EDUCATION

Most of my graphic design and illustration skills are self-taught through determination and hard work. Even though I do not have a BFA, that has not stopped me from pursuing a creative career and succeeding in one to the best of my knowledge. I continue to take online courses through sites like Skillshare, which provide valuable refreshers on skills software, and current trends.

CALIFORNIA INSTITUTE OF THE ARTS – Valencia, CA – 2009-2011 – Photography

CERTIFICATIONS

CALIFORNIA INSTITUTE OF THE ARTS – Coursera Online Education Graphic Design Certificate – 2017

SKILLS

Software: Adobe Suite, Photoshop, Illustrator, Indesign, Microsoft Word, Excel, Google Docs

Professional: Problem-solving, collaboration, leading teams, working 100% remotely, time management, rush assignments, communication

REFERENCES

Katie Parry

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